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January 2009

**VISION News Consumer Products e-Report**

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Published by INDA, Association of the Nonwoven Fabrics Industry and organizer of the annual Vision Consumer Products Conference

**Welcome to Volume 8, No. 1 of the VISION News Consumer Products e-Report.**

The VISION News Consumer Products e-Report is written and distributed every other month for executives within the consumer products and nonwovens industries. VISION reviews the news and events of each month in the disposable diaper, adult incontinence, feminine hygiene, household wipes/cleaning products and filtration markets, among other end uses that utilize nonwoven fabrics.

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### **VISION 2009 SET TO CONVENE IN NEW ORLEANS THIS MONTH**

An impressive line-up of speakers, the annual Visionary Awards (see item below) and unprecedented networking opportunities – combined with a return to New Orleans – promises to make the VISION 2009 Consumer Products Conference this month among the best in its long history. VISION 2009 is scheduled for January 26-29 at the Sheraton New Orleans Canal Street.

Among the topics that will be a focus are customer value, globalization and innovation, with seminars scheduled on:

- Technology & Future Trends
- The Wal-Mart Effect & What It Means to You
- How to Survive the Wal-Mart Effect (or Not!)
- Latest Industry Statistics & Trends
- Developing the Best Pricing Strategy
- Consumer Psychology: What's Driving Purchases Today & Tomorrow
- Sustainability

VISION 2009 also marks the return of the event to its original home in New Orleans. This international city offers great dining and entertainment opportunities for attendees, along with affordable hotels and easy accessibility from anywhere in the country and overseas.

The complete VISION 2009 schedule and registration information is available at <http://www.inda.org/events/vision09/>

### **FIVE WILL BATTLE IN NEW ORLEANS FOR 2009 VISIONARY AWARD**

Five consumer products are getting set to battle it out for the prestigious 2009 Visionary Award. Now in its eighth year, the Award – which is given annually to a new consumer product that utilizes nonwoven fabrics in its final form – will be presented at the VISION 2009 Consumer Products Conference, January 26-29, 2009 in New Orleans, La. The finalists will make presentations during VISION 2009 and conference attendees will vote on the recipient of the 2009 Visionary Award.

The five finalists are:

1. **Ahlstrom Disruptor nanoalumina fiber, nonwoven water filter media.** Disruptor is a nonwoven, wet laid filter media that is based on nanoalumina fiber technology. Disruptor offers many benefits for consumer product water purification products, including refrigerators, tap filters, shower filters, counter top filters, under sink filters, prefilters to home reverse osmosis (RO) filters, water pitchers, water coolers and spa filters.

2. **Back Enterprises, Germy Wormy Sanitary Sleeve.** The Germy Wormy Sanitary Sleeve is a kid-friendly, easy-to-use disposable product that captures germs by teaching children to cough and sneeze into their elbow in a fun way.
3. **Kimberly-Clark, GoodNites Sleep Boxer for Boys and Sleep Shorts for Girls.** GoodNites give children comfortable protection that looks and feels like everyday sleepwear.
4. **Rotano International, Nooby's Booties Disposable Dog Booties.** These disposable dog booties are made from spunbond polypropylene and polyethylene and are marketed to fill a gap in the market as a disposable dog bootie.
5. **WearOnce.com/Tredegar Consumer Designs, Inc., Once Single-Use Panty.** Created for the modern woman and introduced in late 2007, the Once single-use panty is made from a breathable, soft, and stretchy nonwoven with comfortable leg and waistbands and a cotton gusset.

Last February at VISION 2008 in Fort Worth, Tex., Kimberly-Clark's Spa Sensials personal care treatment received the 2008 Visionary Award over five other finalists. Other previous recipients include Tyco Healthcare Retail Group's Swim Pants (2007); Chicopee's Disaster Relief Blanket (2006); Fiberweb's Resolution Print Media (2005); Church & Dwight's Brillo Scrub 'n' Toss (2004); FMJ ChemBio's Civilian Quick Escape Mask (2003); and Procter & Gamble's Swiffer (2002).

For more information on VISION 2009: [VISION Homepage](#)

## INDUSTRY NEWS

### KIMBERLY-CLARK UNVEILS MEN'S AND WOMEN'S DEPENDS

Kimberly-Clark last month unveiled the evolution of its market-leading Depend brand of incontinence products with the introduction of its first line of gender-specific adult absorbent underwear. The new male and female designs are tailored to fit the unique body shapes of men and women.

Debuting an exclusive, patent-pending design that looks and fits like regular underwear, new Depend Underwear for Men and Depend Underwear for Women will begin replacing the Depend unisex underwear early this year. The new line features customized leg openings contoured to better fit men and women and new positioning of the gender-specific absorbent to provide protection where men and women need it most. As a result, users of the new product will experience enhancements in comfort, discretion and performance.

"Kimberly-Clark and the Depend brand understand the emotional impact incontinence can have on those who suffer from this medical condition," said Andrew Meurer, VP of Kimberly-Clark North American Feminine and Adult Care. "We remain committed to

delivering innovative product solutions that provide users the confidence and dignity to overcome the withdrawal and other emotionally-debilitating symptoms that can so often result from this condition, as well as help them maintain a normal and active life.

"Our new Depend Underwear for Men and Depend Underwear for Women deliver on that commitment, offering consumers a gender-specific design that provides better comfort, enhanced discretion and superior fit and protection," added Meurer.

Beginning in March, Depend Underwear for Men and Depend Underwear for Women will begin rolling out in North America in eight varieties, including small/medium, large/extra large in both extra and super-plus absorbency for women, and small/medium, large/extra large in super-plus absorbency for men. The new gender-specific product line is also scheduled to launch in various European markets throughout 2009.

To accompany the new line's debut, the Depend brand will also unveil more intuitive packaging for its entire product lineup. With distinctive color coding, a new absorbency scale and a more simplified sizing structure, the new packaging will help make choosing the right product faster and easier for shoppers.

"Our consumer research has found that users and caregivers can be uncomfortable shopping for adult incontinence products," said Mark Cammarota, Depend Brand Director. "Quickly finding the right product remains a vital step in living with incontinence, and with a variety of options on store shelves, our new packaging designs will offer a simpler selection experience at stores."

Beginning in late November, a sticker began appearing on current Depend unisex underwear packages to help introduce Depend Underwear for Men and Depend Underwear for Women. To coincide with the March 2009 debut on store shelves, K-C will roll out the largest integrated marketing campaign in the history of the Depend brand - including TV, print and online advertising, direct mail, in-store trial and more.

#### **MELVIN COHEN, OF NATIONAL PRESTO, PASSES AWAY**

Melvin Cohen, former chairman and chief executive officer of National Presto Industries, Eau Claire, WI, died Dec. 16 at the age of 90. CEO from 1989 until 1994, he was a director at the time of his death and had held a seat on the board since 1953. The board appointed Randy F. Lieble, chief financial officer, to fill Cohen's term as director, which runs until 2011.

Presto makes ammunition, small household appliances and disposable diapers.

Cohen's daughter, Maryjo Cohen, succeeded him as CEO and continues in that position. She also is chairman of the board. Cohen owned a 5.7% stake in the company. Melvin Cohen and Maryjo Cohen had a 30% ownership position between them and controlled the company with voting rights.

### **SUOMINEN PROFITS EXPECTED TO FALL**

[From *Nonwovens Industry*] Suominen Corporation reported recently that its underlying operating profit excluding one-offs is expected to be below that of previous year. In the Q3 Interim Report, Suominen expected that the underlying operating profit will be on the level of the previous year at the best and the whole year result was expected to be negative.

Non-cash impairment charges of €2.5 million are related to write-down of the book values of goodwill and tangible assets in the nonwovens business unit. Impairment test calculations have been made to cash-generating units. Due to uncertain general economic situation, assumed risk in the calculations is higher than it was earlier.

Non-recurring costs are booked mainly due to headcount reductions in the Wet Wipes business unit. Local employee negotiations have been started in the unit aiming at reducing full time employees by 40 persons to improve the unit's competitiveness. Production will be allocated to more profitable products and customers, and productivity will be improved by new automation line. The impact of improvement in margins and cost savings is expected to be close to two million on an annual basis.

### **TUFKO SALES DOWN 7% IN FISCAL 2008**

Tufco Technologies, a provider of branded contract wet and dry wipes converting in North America, announced recently that fiscal year 2008 sales were \$111,316,000, down 7% from fiscal year 2007 sales. For the fiscal year 2008 fourth quarter, sales were \$26,220,000, down 26% compared to the fourth quarter of fiscal year 2007.

Tufco President and CEO Louis LeCalsey offered these comments on the year and the outlook for fiscal 2009: "Tufco came through the first three quarters of fiscal 2008 ahead of the same period in fiscal 2007 in sales and operating income. Operating income in Contract Manufacturing for the first three quarters of fiscal 2008 was 20% ahead of the first three quarters of fiscal 2007. The quarter four 2008 sales decrease is due to worsening general economic conditions, leading to weakness in consumer demand, and the absence of new product start-up sales volume that existed in quarter four of fiscal 2007. This reduction in customer demand affected us primarily in the fourth quarter of fiscal 2008 and will continue to affect us at least through early 2009. The fiscal 2007 fourth quarter operating profit is indicative of our Company's potential when strong sales volume is combined with current levels of operating efficiency."

"Throughout fiscal 2008 and on a continuing basis, we achieved significant cost reductions and productivity improvements. However, cost reductions alone will not be sufficient to return Tufco to satisfactory profitability. To that end, our emphasis is on attracting new and more customers while continuing to work to satisfy and retain our existing customers. At Green Bay, we have recently started up projects for new wipes customers and anticipate added new business with the start-up of a new sachet line in January 2009 and our state of the art canister line later in the fiscal year."

Tufco, headquartered in Green Bay, WI, has manufacturing operations in Wisconsin and North Carolina.

### **SDA OFFERS HAND CLEANING ADVICE**

With the cold and flu season upon us, the Soap and Detergent Association (SDA) and the American Society for Microbiology (ASM) have teamed up to produce hand hygiene education brochures available in print and online at [www.cleaning101.com/handhygiene](http://www.cleaning101.com/handhygiene) and <http://www.washup.org>. These new online educational materials remind young and old alike about the health benefits of frequent and proper hand hygiene: stopping germs and illness dead in their tracks.

Have U Washed Your Hands 2Day? and the Spanish-language version, ¿Te Has Lavado Las Manos Hoy Dia?, offer children easy-to-remember information on when and why they should regularly wash their hands with soap and water. Also included are a "Clean Hands Word Search" and a handwashing quiz. Posters are also available at no cost.

Don't Get Caught Dirty Handed reminds adults that many cases of colds, flu, and food borne illness are spread by unclean hands, and these diseases are responsible for billions of dollars each year in health care expenditures and productivity losses in the United States.

The brochure also relays statistics from a 2007 SDA/ASM-sponsored observational study, which found one-quarter of adults failing to wash their hands in public restrooms. "Washing your hands with soap and water for 20 seconds is much easier than five days in bed with a cold or flu," said Nancy Bock, SDA VP-education. "When soap and water aren't available, reach for a hand sanitizer or some hand wipes."

### **PATENT REVIEW**

#### **Non-woven Webs Made from Treated Fibres**

Pub. Number: WO2008155691

Company: Procter & Gamble

Inventors: Erdem, Gueltekin; Trinkaus, Michael, Jan

Abstract: The invention relates to a non-woven web with superior initial tensile strength. The web constructed from at least one type of fibre that has been modified to increase its specific surface area. The fibre has a specific surface area of at least 55 m<sup>2</sup>/g. The invention also relates to use of the non-woven web with superior initial tensile strength for the making of a disposable absorbent article. These include, diapers, training pants, incontinence pants, tampons, female hygiene pads and wipes.

#### **Sanitary Article Comprising Lactobacilli in a Hydrophilic Carrier**

Pub. Number: WO2008156398

Company: SCA Hygiene Products

Inventors: Forsgren-Brusk, Ulla; Husmark, Ulrika; Runeman, Bo

Abstract: The present invention concerns a sanitary article such as a sanitary napkin, a panty liner, an incontinence protector, a diaper, an incontinence pad, a feminine insert, a tampon, hygiene 5 tissue or the like, said sanitary article further comprising lactic acid producing bacteria being dispersed in a carrier, said dispersion being applied on or in parts of the final sanitary article characterized in that said carrier is a hydrophilic carrier and that said dispersion has a viscosity of 110 Pa.s or lower, at a temperature of 35°C, and a water activity below 0,2.

### **Feminine Hygiene Article with Printed Pattern and Embossed Pattern**

Pub. Number: WO2008146222

Company: Procter & Gamble

inventors: Ecker, Cornelia; Gagliari, Ivano; Veglio,

Abstract: A feminine hygiene article (10) such as pantiliner comprising a topsheet (16) and a backsheet (20). The article further comprises a printed pattern (12) and an embossed pattern (12). The embossed pattern (14) comprises at least one embossed decorative element (140) and the printed pattern (12) comprises a printed decorative element (120) which is substantially similar to the embossed decorative element (140).

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That's all for this month. Feel free to contact editor Michael Jacobsen at 201-612-6601 or email at [mjacobson@inda.org](mailto:mjacobsen@inda.org).

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